



Streetscape Improvement Association

Beautify and improve local streetscapes, resulting in a better environment
for both the commercial and residential areas of Westchester

March 28, 2011

Honorable William (“Bill”) Rosendahl
City of Los Angeles
City Hall
200 N. Spring Street
Los Angeles, CA 90012

Re: Proposal to Perform Median and Parkway Maintenance for New Landscaping North
of Manchester Avenue to South of Howard Hughes Parkway

Dear Bill,

The Westchester Streetscape Improvement Association and the Westchester Town Center BID have always appreciated your partnering with us in improving our community’s streetscape. We depend upon your leadership to get this difficult work completed. From the WTC perspective, it is simply good business to undertake aesthetic and maintenance improvements that attract customers and shoppers to the business district. In the end everyone benefits.

The City budget crisis has raised some real concerns with us that some of the real progress that has been made with your help may be threatened. The Sepulveda Boulevard Improvement Project has created a small section of new median and parkway landscaping north of Manchester Avenue and south of Howard Hughes Parkway that is currently maintained by the City forces or contractors. (We have seen the City’s contract employees from TruGreen working on the site.) This area is such a very small piece of the City’s big picture responsibilities that we are concerned that it may become neglected. As this letter is written quite a number of the new median trees have died or been destroyed and not replaced. Cutting the grass seems to have been an issue in the past as well. It simply can’t be cost effective for the City crews or contractors to maintain this small section of improvements, particularly when considering travel time. At the same time this small piece of median is the entrance to the Westchester Town Center and affects its appearance and success.



Westchester Streetscape Improvement Association

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The WTC currently performs landscaping maintenance for about two (2) miles of the same median island and parkway landscaping south of Manchester Avenue pursuant to its contract with the City.

The City Clerk's Office has informed the WTC that it may contract to perform maintenance services outside the District so long as non-BID funds support those efforts and no restricted BID assessments are used for them.

Would it make sense and in some small way assist you, if the WTC and the City considered contracting for the WTC to provide maintenance services for this small median / parkway area? We have obtained a quote that suggests that the WTC could provide these services for about \$1,000 per month, excluding plant or tree replacement or accident damage. This cost would represent only cost reimbursement. The WTC does not seek to profit financially in any way from this activity. Comparatively, the City's current maintenance cost for this work must be higher, so we believe that this proposal represents a cost savings for the City.

We understand that this is a small effort in the big picture of the difficult budget decisions that you are called upon to make. We continue to applaud your tremendous positive efforts on behalf of Westchester. At this same time we are mindful of the adage that "a journey of 10,000 miles starts with a first step." So we have the hope that if everyone in our community comes together as a whole, each making a small, unique contribution, then together we can overcome the difficult times we now confront.

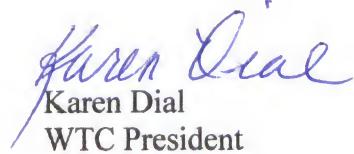
Bill, we look forward to hearing your thoughts about our proposal.

Please let us know if we can assist in any way. As you know, we are dedicated to visually improving our community.

Sincerely,



John Ruhlen
WSIA President



Karen Dial
WTC President

C: Westchester Town Center BID Board
 Westchester Streetscape Improvement Association Board
Donald R. Duckworth, Executive Director